

Today's issue of PD

Pharmacy Daily today features three pages of news, plus full pages from:

- MediChoice OSTEO CAPS
- Willach

Osteo control

NEW MediChoice OSTEO-CAPS from Nova Pharmaceuticals provides up to eight hours of relief from osteoarthritis pain.

The pharmacist-only medicine contains 665mg of paracetamol and comes in a pack of 96 - more on **p4**.

Rethink dispensary

WILLACH Consis.C provides the latest in robotic automation for a more efficient dispensary set-up, saving time and money in your pharmacy - see **p5** for details.

Guild pays tribute to Sim, welcomes new PSA team

THE Pharmacy Guild of Australia has congratulated the Pharmaceutical Society of Australia (PSA) on the election of Professor Mark Naunton (**pictured right**) as President Elect, and Bridget Totterman as Vice President Elect, joining Vice President Caroline Diamantis on the leadership team (**PD 08 Dec**).

Guild National President Professor Trent Twomey expressed his thanks to Assoc Prof Fei Sim (**pictured left**) for her "exceptional leadership" as PSA National President since July 2022, hailing her as "an extraordinary advocate for the profession".

"Her achievements - including negotiating the acquisition of the Australasian College of Pharmacy, launching the Pharmacists in 2030 Roadmap, and securing the first Strategic Agreement on Pharmacist Professional Practice - have been transformational," Professor Twomey said.

"Her vision and tireless efforts

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have strengthened partnerships, driven innovation in quality use of medicines, and created new opportunities for pharmacists to deliver better care to Australians.

"We thank Fei for everything she has done and look forward to continuing to work with her in her ongoing role on the PSA Board."

Professor Twomey said the leadership transition marked an exciting new chapter for the profession, and welcomed Professor Naunton and Totterman

to their new roles.

"Their experience and commitment will ensure PSA continues to play a vital role in advancing pharmacy practice and supporting pharmacists across Australia," Professor Twomey said.

"The Guild will continue to work closely with PSA's new leadership team to advance our shared priorities, including expanding pharmacists' scope of practice and improving access to care for all Australians," he concluded.

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Petrus PHARMACEUTICALS

Celebrating 40 years serving the community



PHARMACIST Ann-Marie Huggins (pictured) marked 40 years' service at Carine Community Pharmacy in Perth yesterday, with staff and community members joining in the celebrations.

After graduating from Curtin University, Huggins joined the team at what was then called Optimal Pharmacy Plus Carine and has worked for three different owners over her tenure there.

"Many of the families that she has taken care of over the years are now in their fourth generation," pharmacy manager Keenan Webster told **Pharmacy Daily**.

"So not only has she looked after families and their children, but also their grandchildren and great-grandchildren."

There are countless stories about Huggins from patients in which she has gone above and beyond her duty of care, Webster explained.

"So deep is our patients trust in Ann-Marie that there are even story's of patients calling her from the other side of the country - and even from other countries in the world - to gain further clarification on what doctors have told them and to make sure what other pharmacists have said is true.

"All in all, it is an amazing achievement to have served her community for as long as she has, and I feel blessed to have such a knowledgeable, experienced and caring pharmacist that I get to work with every week," he said.

FIP's "unifying vision" for 2025-30

THE International Pharmaceutical Federation (FIP) has launched a new vision with unity of pharmacy practice, pharmaceutical sciences, and education at its heart to guide the global pharmacy profession into the future.

With Strategic Plan 2025-2030, FIP is reaffirming its commitment to advancing health worldwide through the power of pharmacy - uniting pharmacists, pharmaceutical scientists, and educators in a shared mission to improve health outcomes for all.

The FIP highlights key challenges confronting the global healthcare landscape, from workforce shortages and economic pressures to rapid technological change and the growing impact of climate crises.

Setting out a clear direction for transformation, the plan outlines how FIP and its members will strengthen the global pharmacy workforce, promote innovation and sustainability, and ensure equitable access to medicines and quality care across all regions.

Central to the plan is the "ONE FIP" approach, which fosters collaboration across disciplines and borders and aims to amplify the profession's voice, shape



progressive health policies, and ensure pharmacists are equipped to meet evolving health needs.

The strategy focuses on several key priorities, including supporting the economic and environmental sustainability of pharmacy, driving digital transformation and innovation in healthcare delivery, and promoting health equity.

"Pharmacy is evolving, and FIP is leading that evolution," said FIP President Paul Sinclair.

"This Strategic Plan is a call to action for our members, partners, and global health collaborators to work together to strengthen pharmacy's contribution to society and build a healthier, more resilient world by 2030," Sinclair explained.

Read Strategic Plan 2025-2030 **HERE**. KB

Don't skip bub's hep B shot, experts urge

HEPATITIS Australia is among medical peak bodies urging Australians to maintain routine hepatitis B vaccinations for newborns, following moves in the US to end the longstanding recommendation that all babies get the vaccine on the day they are born.

The proposal by the US vaccine advisory committee - whose members were handpicked by health secretary and vaccine skeptic Robert F Kennedy Jr - has sparked significant concern among health experts both in Australia and worldwide.

Since routine childhood vaccination began, hepatitis B rates in young people have fallen by a staggering 60%, and Hepatitis Australia CEO Lucy Clynes said it was vital for

Australians to focus on the clear evidence and the strong 40-year track record of the hepatitis B vaccine in Australia for safety and effectiveness.

"Australia's hepatitis B vaccination program is safe, effective and has been proven to save lives," Clynes said.

"The birth dose remains an essential part of protecting babies from a virus that can quietly cause lifelong liver damage and even fatal liver cancer."

Clynes said parents need to know that there is no suggestion of any change to Australian recommendations.

"The evidence supporting birth dose vaccination is overwhelming and continues to be endorsed by Australia's foremost medical experts," she confirmed.

DID YOU KNOW

There's a probiotic that can support mood balance and improve your sleep

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Best meds for fracture prevention

RESEARCH led by Monash's Centre for Medicine Use and Safety (CMUS) suggests that men and women may need different medications to prevent fractures after a first hip fracture.

The team set out to investigate the risk of fracture and death in people with dementia and frailty prescribed bisphosphonates or denosumab following their first hip fracture, comparing treatment outcomes across a number of studies.

Overall, bisphosphonate users had a 25% higher rate of any subsequent fracture than denosumab users, but men using bisphosphonates rather than denosumab had a lower rate of death.

People with and without dementia appeared to derive similar benefits from each medication, an important finding given that people with dementia are often undertreated with bone strengthening medications.

"We found no significant difference in treatment outcomes in people with or without dementia or frailty," said lead author Associate Professor Jenni Iiomaki.

"We did, however, identify an unexpected sex-related difference," she noted.

"Our hope is that this study is a building block toward better informed practice moving forward," Associate Professor Iiomaki concluded.

Read the study **HERE**.

ACSS payments

SERVICES Australia will conduct a further two bulk manual payment cycles for ACSS Eligible supplies made prior to 01 Jul 2025.

Pharmacists are urged to close PBS claims to ensure payments can be made.

Find out more **HERE**.



Dispensary Corner

OH, the things investigative journalists put themselves through for a good story.

Take, for example, the *Australian Financial Review's* Luke Benedictus.

The intrepid finance reporter got wind of a reputedly very effective - though rather pricey - hangover cure on offer in Las Vegas (where else?), and put his body on the line for readers.

Back in 2012, former anaesthetist Dr Jason Burke created Hangover Heaven (two words that have surely never before gone together), a custom hangover treatment service that goes direct to your hotel room.

Based on the type and severity of symptoms, the Hangover Heaven team will administer treatments such as oxygen gas, beta-blockers, and anti-nausea medicines, painkillers and antioxidants (taurine and glutathione) by IV drip.

For Benedictus, who had obligingly gone out for "a lively night on the strip" and woken up feeling "like a run-over cat", the treatment was nothing short of miraculous.

"I feel human once again and could almost weep with gratitude," he wrote.

At a cost of US\$429 (A\$650), those tears may come after all.



'Tis the season of giving...carefully

OPINION

Kevin Christopher, Advertising Compliance Manager at Consumer Healthcare Products (CHP) Australia, shares advice on responsible gifting of samples from pharmacists.

Got an opinion or experience to share? Let us know in up to 400 words via email to info@pharmacydaily.com.au.

AS THE Christmas season approaches, pharmacies and consumer health brands often embrace the festive spirit by giving a little extra - whether that's gifts with purchase, bonus packs, or free product samples.

It's a wonderful time to build goodwill, strengthen customer relationships, and introduce consumers to new products.

But when it comes to sampling consumer therapeutic goods, the season of giving also comes with important regulatory strings attached.

Sampling might feel as harmless as slipping a candy cane into a Christmas bag, but therapeutic goods aren't confectionery.

Whether you're a pharmacist offering samples at the counter or a marketer planning a festive promotion, it's essential to understand the rules governing what can - and what cannot - be given away.

Under Australian therapeutic goods advertising regulations, samples of medicines - even low-risk over-the-counter products - are subject to strict restrictions.

Many medicines simply cannot be provided as free samples, full stop.

Others may only be sampled under tightly controlled circumstances.

And for therapeutic goods that can be sampled, any accompanying

material must comply with the Therapeutic Goods Advertising Code.

That means no overstated benefits, no claims that encourage inappropriate or excessive use, and no messaging that could mislead consumers about safety or efficacy.

For pharmacists, this is especially important.

Customers often trust recommendations made during the busy Christmas rush, when people may be stressed, distracted, or seeking quick solutions.

A free sample can feel like a helpful gesture, but it may inadvertently lead to misuse, misunderstanding, or perceived endorsement that crosses regulatory boundaries.

Marketers also need to think twice before adding freebies to festive campaigns.

A Christmas-themed promotion that looks fun and generous could unintentionally breach sampling rules, particularly if it encourages consumers to "stock up" or try a product in a way that implies



therapeutic benefit.

This season, generosity is welcome - just be sure it's compliant.

If you're planning to give something away, double-check whether you can, how it must be presented, and what claims or impressions the sample might create.

A thoughtful, compliant approach keeps your brand off the regulator's naughty list.

For a limited time, AdCheck is giving *Pharmacy Daily* readers who sign up for more consumer healthcare advertising insights a free copy of CHP Australia's *Digital & Social Media Advertising Guidelines* - click [HERE](#).

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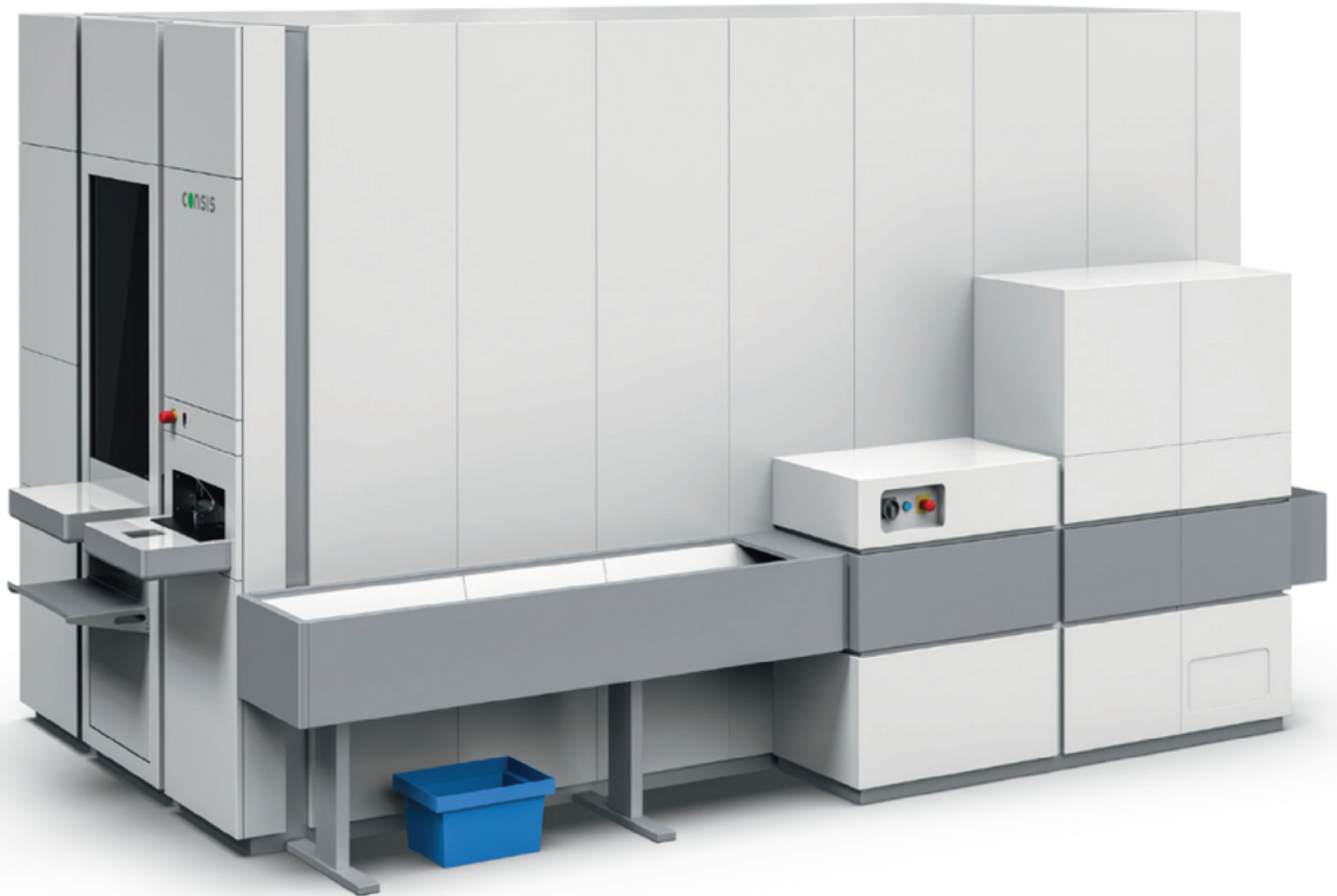
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